



# USDA Weekly Retail Turkey Feature Activity

Fri. Jan 25, 2008

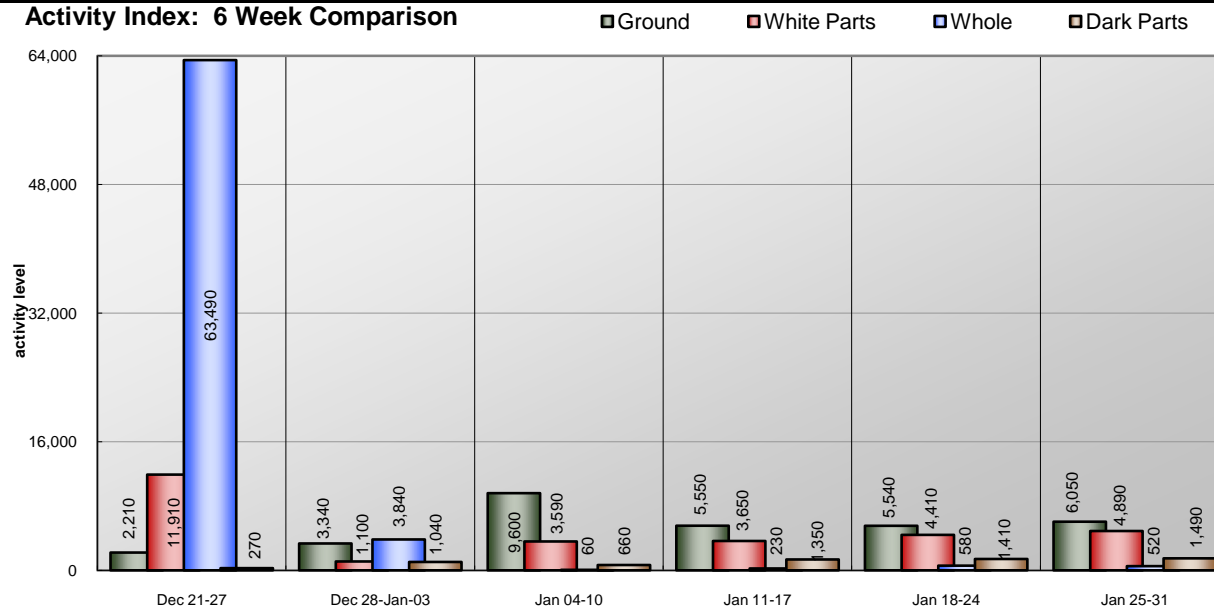
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/25 thru 01/31.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.9% of 17,000 outlets		51.0% of 17,000 outlets		48.6% of 17,000 outlets	
Special Rate 4/	6.7%		4.2%		1.3%	
Activity Index 2/	13,690		12,930		14,440	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					120	0.79
" - Toms						
Frozen - Hens	310	1.06	310	1.01	370	0.69
" - Toms	210	1.14	270	0.94	370	0.69
PARTS:						
Breast:						
Bone-in, whole						
Fresh	970	1.73	910	2.14	800	1.88
Frozen	520	1.66	320	1.78	380	1.54
Hotel Style						
Fresh					330	0.99
Frozen						
Split, bone-in						
Fresh	100	1.80	180	2.88	50	2.47
Rotisserie	1,700	7.66	1,280	6.59	2,140	7.98
Boneless, whole	250	4.02	10	2.99		
Cutlets	810	4.16	1,330	4.16	420	4.49
Cutlets, thin sliced	90	3.99	100	4.99	110	4.69
Strips			100	4.54	240	4.31
Tenders	450	3.98	180	3.99	340	3.81
Marinated Tenders	360	3.98	400	4.18	320	4.00
Drumsticks	620	1.39	520	1.24	310	1.10
Thighs	260	1.38	350	1.34	340	1.29
Wings	430	1.38	460	1.22	320	1.10
Necks	10	1.39	60	1.39		
Smoked Drumsticks	150	2.44	10	1.69	10	1.46
Smoked Wings	20	2.16	10	1.69		
Smoked Necks						
GROUND TURKEY:	6,050	2.54	5,540	2.55	7,180	2.51
Patties	800	2.38	770	2.87	770	2.73
Sausage	1,300	2.48	1,180	2.75	1,210	2.34
85% lean	1,230	1.81	650	1.69	1,250	1.74
93% lean	1,340	2.07	2,300	2.24	2,460	2.06
Breast	1,380	3.79	640	3.77	1,490	3.95
Rolls (frsh/frz 1 lb.)	380	1.13	590	1.29	290	1.02

Note: rolls not included in ground fresh ground turkey total and weighted average.

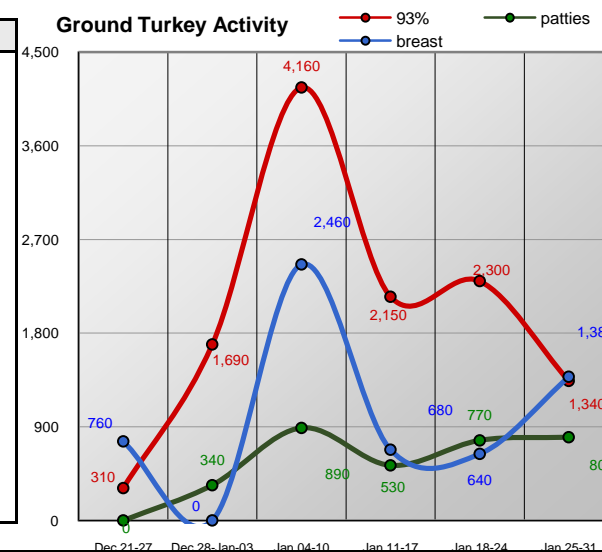
## Activity Index: 6 Week Comparison



## Turkey Featuring - 01/25 thru 01/31

Feature activity is higher this week as some stores run ads on multiple turkey items. Offers on frozen whole birds are down slightly and prices are stronger. Fresh and frozen bone-in breasts are more available and prices are sharply lower compared to the previous week. Rotisserie breasts are popular this week, especially in the West where strong prices raise the national average price. Offers on dark parts increase and prices are stronger on everything except necks, which are steady. Promotional activity on grinds improves. Offers on ground breast and 85% lean are more common this week and 93% lean retreats. Prices are mostly lower, except 85% lean prices are strong. Promotions for Superbowl Sunday increase as retailers gear up for the big game day.

## Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>44.4% of 7,950 sampled outlets 8.3% of stores w/ no-price promotions Activity Index = 6,780</b>			<b>43.2% of 5,300 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 3,090</b>			<b>56.9% of 3,750 sampled outlets 4.2% of stores w/ no-price promotions Activity Index = 3,440</b>		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens				0.89 - 1.19	310    1.06				
" - Toms	0.49	10    0.49		1.19	180    1.19		0.98	20    0.98	
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.99	870    1.70		1.89 - 1.99	100    1.98				
Frozen	1.69 - 1.79	160    1.79		1.19 - 1.99	360    1.61				
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.19 - 2.39	20    2.25					1.69	80    1.69	
Rotisserie	4.49 - 7.99	390    6.11		5.98 - 7.99	210    7.60		7.99 - 8.99	1,100    8.22	
Boneless, whole	3.99 - 4.49	250    4.02							
Cutlets	3.19 - 3.99	540    3.96					4.54	270    4.54	
Cutlets, thin sliced	3.99	90    3.99							
Strips									
Tenders	2.99 - 3.99	180    3.96					3.99	270    3.99	
Marinated Tenders	3.73	170    3.73		3.73	20    3.73		4.26	170    4.26	
Drumsticks	1.29 - 1.39	250    1.39		1.37 - 1.48	50    1.38		1.39	320    1.39	
Thighs	1.29 - 1.39	200    1.39		1.29 - 1.48	60    1.37				
Wings	1.39	50    1.39		1.37 - 1.39	50    1.37		0.99 - 1.39	330    1.38	
Necks				1.39	10    1.39				
Smoked Drumsticks	2.49	120    2.49		1.69 - 2.49	30    2.25				
Smoked Wings				1.69 - 2.49	20    2.16				
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.50	380    2.50		2.00 - 3.00	420    2.26				
Sausage	2.00 - 3.03	1,110    2.52		2.00 - 2.50	100    2.20		2.05 - 3.99	90    2.23	
85% lean	1.19 - 1.99	420    1.88		1.53 - 1.92	810    1.78				
93% lean	1.53 - 2.40	730    1.86		1.91 - 2.40	230    2.05		2.40 - 2.95	380    2.47	
Breast (99-100% lean)	2.23 - 5.38	840    3.69		3.74 - 3.84	130    3.74		3.99 - 4.59	410    4.00	
Rolls (frsh/frz 1 lb.)	1.99	50    1.99		1.00	330    1.00				